# The New "All Small Mentor-Protégé Program"

The Office of Government Contracting & Business Development

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The Office of Entrepreneurial Development
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## The concept of Mentor-Protégé Relationships in the Federal Space

- Designed to enhance the capabilities of Protégé firms by requiring approved Mentors to provide business development assistance to:
  - Improve the Protégés capacity to successfully compete for federal contracts
  - Learn new and improved business practices
  - Explore export readiness for international trade and contracts
- Other Federal Agencies (11); SBA authority

U.S. Small Business Administration

### Background

- Authorization 2010 Jobs Act and 2013 NDAA
  - SBA had a well-established mentor protégé program for SBA 8(a) certified firms; but lacked an MPP program for other small business concerns and specifically, one for specialized certified concerns such as WOSB, SDVOB, & HubZone
- Final Rule Published July 25, 2016
- Effective Date: August 24, 2016
- Official Launch Date: October 1, 2016



### **Background Cont'd**

- Created the All Small Mentor Protégé Program (ASMPP) & One program vs. 4
- Revised rules for the current 8(a) Program, to streamline and make consistent with the new ASMPP
- Clarified definitions i.e. joint venture agreements



### Mentor Services to Protégés

- Management & Technical Assistance (internal business management systems)
- Financial Assistance (in the form of equity investments and/or loans)
- **Contracting Assistance** (contracting processes, capabilities acquisitions & performance)
- **Trade Education** (learn how to export, International Trade business plan, finding markets)
- Business Development Assistance (strategy, finding contracting and partnership opportunities)
- General and/or Administrative Assistance (business processes and support)



### **Program Administration**

- Central HQ opposed to 8(a) distributive model
- Online Application certify.sba.gov
- Online course tutorial requirement
- Annual Review and Evaluation
- Template agreements i.e. MPA
- Volume unknown at this point



### **ASMPP Highlights**

#### **Description**

Protégé may generally only have one Mentor at a time; SBA may approve a second where no competition exists/new NAICS/new Mentor skills; Two maximum.

Both Protégé and Mentor must be for-profit (with exception of Protégé being agriculture cooperative).

Mentor – no more than 3 Protégés at same time (not lifetime).

A participant can be both a Protégé and Mentor at the same time, if no competition or conflict.

Self-certifying; small in size standard corresponding to primary NAICS; or seeking BD assistance in a secondary NAICs and qualify as small. (SAM.gov) If redetermination letter to affirmative, they qualify.

SBA will not authorize MPAs in second NAICs in which firm has never performed any work; or where firm would only bring status as "small" to Mentor and nothing else.

Existing 8(a) firms in last 6 months of the 8(a) program wishing to transfer the MPA to ALL Small – online application (coordinating with 8(a) office to fine tune process) – no reapplication required

Requiring upload of Business Plan; no financial statements or tax returns as part of application process.

JV Agreements: ASMPP – will not review and approve Joint Venture agreements



### **Marketing Approach**

- "Soft Launch" October 1
- SBA webpage <a href="https://www.sba.gov/allsmallmpp.gov">https://www.sba.gov/allsmallmpp.gov</a>
- SBA Help Desk
- FAQs, Factsheets, customized for stakeholders (federal contracting officers, District Offices, Resource Partners, Industry)





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About SBA

#### What is Government Contracting?

Overview SBA's Role in Government Contracting Your Responsibilities as a Contractor

#### **Finding Government Customers**

Contracting Resources for Small Businesses Subcontracting See Agency Small Business Scorecards

#### **Resources for Small Businesses**

Government Contracting Classroom Commercial Market Representatives Procurement Center Representatives Certificates of Competency Report Fraud

#### **Getting Started as a Contractor**

Qualifying as a Small Business Determine Your NAICS Code Make Sure You Meet SBA Size Standards Get a D-U-N-S Number Register for Government Contracting

#### **Government Contracting Programs**

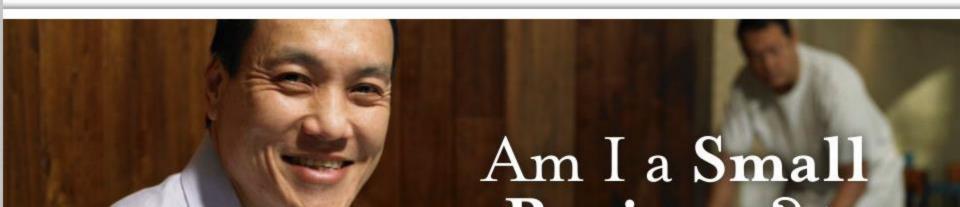
What is a Small Business Set Aside? Women-Owned Small Businesses 8(a) Business Development HUBZone Program Service-Disabled Veterans Small Disadvantaged Businesses All Small Mentor-Protege Program

#### For Contracting Officials

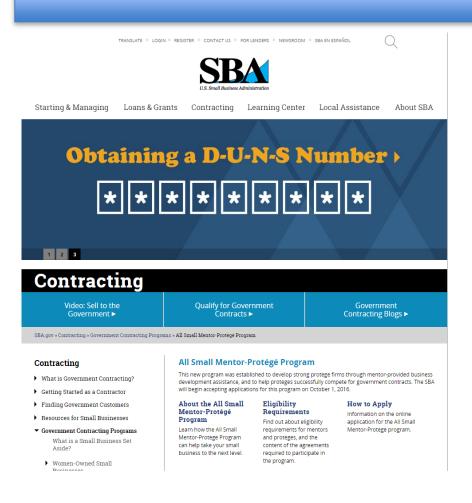


SBA works with Federal agencies to help small businesses win government contracts

LEARN MORE



### All Small Mentor Protégé Program



- Began accepting applications
   October 1, 2016.
- Applications must be submitted via certify.sba.gov. No paper applications are accepted.

Website: https://www.sba.gov/allsmallmpp



### **How To Apply**

- Applicants are required to register in the <u>System for Award Management (SAM)</u> prior to submitting their Mentor/Protégé application.
- Complete your business profile in Certify.SBA.gov.
- Evaluate and select your Mentor prior to applying. This is not a matching program. SBA will not find a Mentor for you.
- Begin the ASMPP application process.
- Protégés and Mentors must complete the online tutorial and have certificate of completion ready for upload.
- Have required documents ready for upload.



### Certify.SBA.Gov

#### certify.SBA.gov

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#### **New Features**

Experience a unified SDA contracting program certification process and complete SBA forms directly online. Upload and manage your documents across multiple programs and receive email notifications such as expiration and renewal notices.

#### Am I Eligible?

Answer a few questions to discover if your company should pursue participation in SBA's contracting programs. Are you eligible to join the Woman Owned Small Business (WOSB) Program, HUBZone Program, or 8(a) Business Development Program? Find out

#### **Upcoming Activities**

New programs will soon be incorporated onto certify. SBA. gov including the 8(a) Business Development Program (Winter 2017), HUBZone Program (Spring 2017) and Dynamic Small Business Search (DSBS) (Summer 2017).

Currently, this website is available for the Women-Owned Small Business (WOSB) and All Small Mentor





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#### **SBA Learning Center**

Find By Topic: Financing (6) Government Contracting (22) Managing a Business (16) Marketing (7) Starting a Business (10) All (61)

Media Type	Title	Description	View Details
FEATURED	SBA's All Small Mentor-Protégé Program	This tutorial is designed to help you answer the question, "Is SBA's All Small Mentor-Protégé Program a good fit for my business?" You will be provided relevant details to inform the answer to	GO TO COURSE ►
FEATURED	Taking Your High-Tech Product to Market	Your product or service is on the cutting edge of technology, a game changer. Now you need to find the best way to get your breakthrough to market. This course will introduce you to the product	GO TO COURSE ▶
FEATURED	Understanding Your Customer	Knowing your customer is a vital part of effectively selling your product or service. This course will introduce you to tools and resources that will help you understand your customer and increase	GO TO COURSE ▶



### Help from Resource Partners

- Counseling and Guidance Is this program opportunity right for my small business? Am I ready to sell to the government?
  - Evaluating form templates such as JV agreements and MPA agreements
  - Assisting SBs in managing MPAs and JVs (8a vs. ASMPP approach)
- Collaborating with District Offices
  - Business Opportunity Specialists
  - Directing customers to SBA web page for details
- Ongoing Feedback to Central ASMPP Office
- Mailbox: AllSmallMpp@sba.gov

